1968 edition

goya & greco

THE WORLD'S FINEST GUITARS

GOYA AND GRECO

WORLD'S FINEST GUITARS

We have combined for the first time both the Goya and Greco instruments into one catalog. For years Goya has been the choice of the world's leading artist and professional musician. These fine expressions of old world musical genius and dexterity have been designed and created to satisfy the needs and demands of the most modern and discriminating musical taste. The Goya Electrics incorporate the most advanced technology to produce the hard-driving guitars necessary to fulfill the needs of the modern sophisticated performer.

The popular Greco line of Acoustic and Electric Guitars have successfully filled the need for a great medium-priced instrument that has all the features of professional high-priced models complete with the usual Goya shop servicing and adjustment. Years of Goya experience and know-how have brought the finest instruments available from all over the world into a unique collection of every type of guitar for every specific requirement.

The Goya and Greco musical instruments will satisfy and fulfill the desires of everyone interested in a quality product at an acceptable price. From the most accomplished professional to the most ambitious student; no matter what their musical goals are . . . Classic or Jazz, Liverpool or Motown, Folk or Flamenco, Gospel or Blues, Country or Western, Popular or Ethnic, Blue Grass or Rock N'Roll. For all of these the quality choice is GOYA and GRECO.

We are pleased to present the world's finest line of classic guitars. These beautiful instruments, on which we gained our initial reputation for superb workmanship and superior quality are fashioned by hand in the Goya workshops located in Goteborg, Sweden where the same family of quality guitar makers have continued a tradition of creating the world's finest guitars for 70 years.

world famous...

G-30

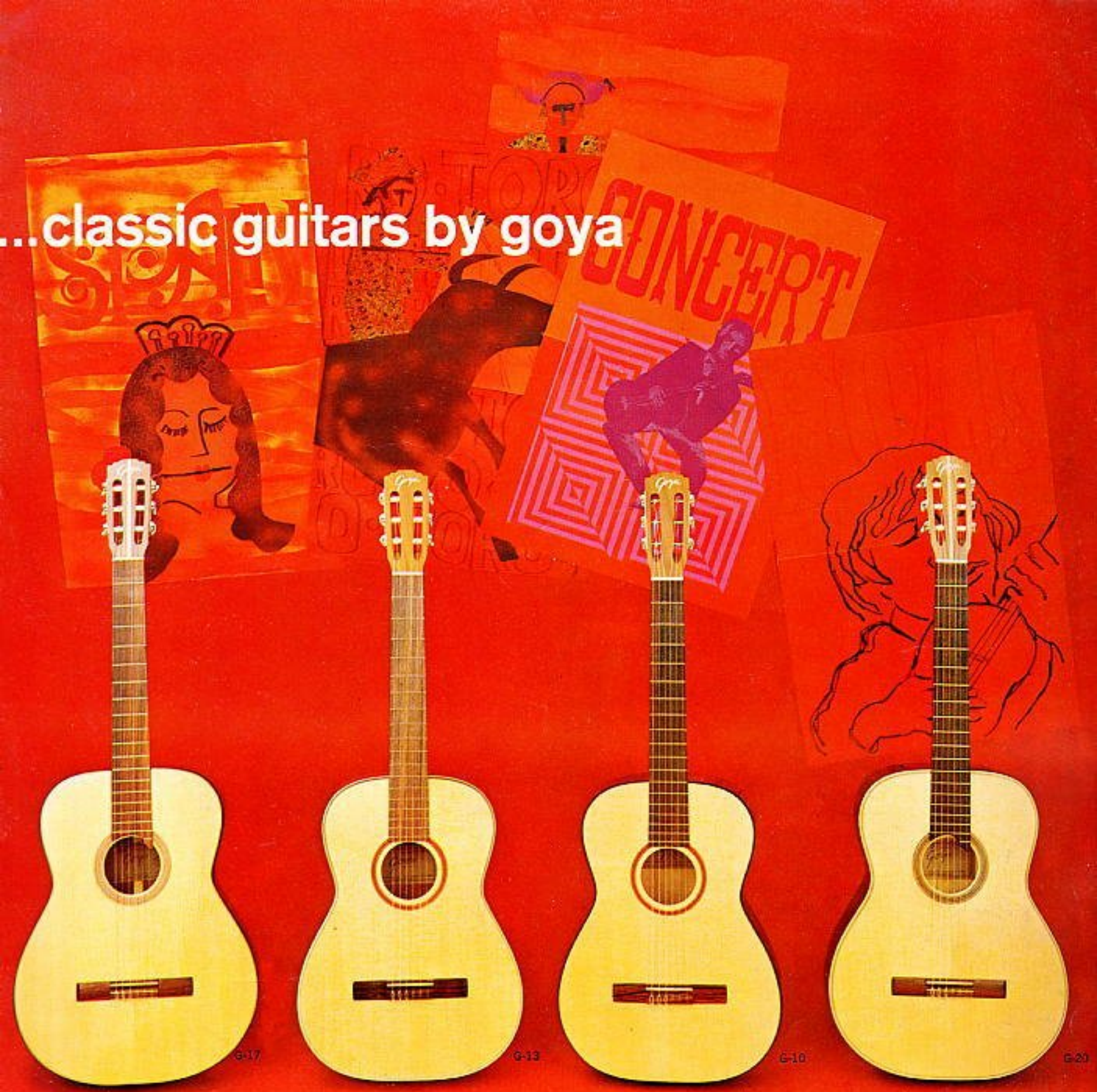
G-45

The Goya Classics bring you unique beauty and tone in seven models. Every guitar has an ultra-responsive top of choice, clear, white Alp spruce. All instruments have a mahogany neck with a built-in reinforcing duraluminum T-rod. The inlay and marquetry around the sound hole becomes more elaborate in the higher-priced models. All Classics, except the G-10, have machines with over-sized white rollers and every instrument is polished to the famous Goya glass-like finish.

G-45—The finest Goya Classic made. Back and sides of beautiful Rio-Jakaranda Rosewood. Fingerboard and bridge of ebony. Completely redesigned in traditional Spanish shape. $650

G-30—Back and sides in highly flamed curly mountain maple in natural blonde finish. Ebony fingerboard, dark rosewood headpiece, rosewood bridge with mother-of-pearl plate. Gold-plated machines. Grand concert size. $475

...classic guitars by goya



G-17—Pure mahogany back and sides. Rosewood fingerboard and bridge. Nickel-plated machine heads. Grand concert size. $240

G-13—Choice mahogany back and sides in light brown color. Rosewood fingerboard and bridge. Nickel-plated machines. Concert size. $210

G-13M—Same as above but in satin-matte finish. $175

G-10—The most popular Classic guitar in the world. Figured birch back and sides in rich brown color. Rosewood fingerboard and bridge. Nickel-plated machines. Concert size. $140

G-20—Flamed maple back and sides in gray-brown coloring. Rosewood fingerboard and bridge. Nickel-plated machine heads. Grand concert size. $299

CASES

For G-10 and G-13:

No. 125	Soft shell Case	$11.00
No. 132	Deluxe soft shell case, plush-lined	19.00
No. 146	Hard shell case, flannel-lined	38.00
No. 150	Hard shell case, plush-lined	61.00

For G-17, G-20, G-30 and G-45:

No. 138	Deluxe soft shell, plush-lined case	$20.00
No. 147	Hard shell case, flannel-lined	39.00
No. 155	Hard shell case, plush-lined	64.00

goya strings

Genuine Goya Strings, the first to be individually blister packaged. Guaranteed fresh, individually gauged. Make your own combination of string sets.

nylon bronze wound

2501	E-1st, White Nylon	$ .30
2502	B-2nd, White Nylon	.35
2503	G-3rd, White Nylon	.40
2504	D-4th, Bronze Wound	.65
2505	A-5th, Bronze Wound	.70
2506	E-6th, Bronze Wound	.75
2510	Complete Set in Plastic Box	3.15
02510	Set, Blister Packed, Extra 1st	3.15

nylon silver plated

2601	E-1st, Black Nylon	$ .35
2602	B-2nd, Black Nylon	.40
2603	G-3rd, Black Nylon	.45
2604	D-4th, Silver Plated	.70
2605	A-5th, Silver Plated	.75
2606	E-6th, Silver Plated	.80
2610	Complete Set in Plastic Box	3.45

ball end nylon

4501	E-1st, White Nylon	$ .40
4502	B-2nd, White Nylon	.45
4503	G-3rd, White Nylon	.50
4504	D-4th, Bronze Wound	.95
4505	A-5th, Bronze Wound	1.05
4506	E-6th, Bronze Wound	1.15
4510	Complete Set in Plastic Box	4.50
04510	Set, Blister Packed, Extra 1st	4.50

ball end nylon

4601	E-1st, Black Nylon	$ .45
4602	B-2nd, Black Nylon	.50
4603	G-3rd, Black Nylon	.55
4604	D-4th, Silver Plated	1.00
4605	A-5th, Silver Plated	1.10
4606	E-6th, Silver Plated	1.20
4610	Complete Set in Plastic Box	4.80

son d'or french nylon

6501	E-1st, Gold Nylon	$ .35
6502	B-2nd, Gold Nylon	.40
6503	G-3rd, Gold Nylon	.45
6504	D-4th, Silver Plated	.95
6505	A-5th, Silver Plated	1.05
6506	E-6th, Silver Plated	1.15
6510	Complete Set in Plastic Box	4.35

compound bronze alloy

5501	E-1st, Silvered Steel	$ .30
5502	B-2nd, Silvered Steel	.35
5503	G-3rd, Bronze Wound	.85
5504	D-4th, Bronze Wound	.95
5505	A-5th, Bronze Wound	1.05
5506	E-6th, Bronze Wound	1.15
5510	Complete Set in Plastic Box	4.65
05510	Set, Blister Packed, Extra 1st	4.65

steel string—light gauge

3401	E-1st, Silvered Steel	$ .30
3402	B-2nd, Silvered Steel	.35
3403	G-3rd, Bronze Wound	.55
3404	D-4th, Bronze Wound	.60
3405	A-5th, Bronze Wound	.65
3406	E-6th, Bronze Wound	.70
3410	Complete Set in Plastic Box	3.15

steel string—medium gauge

3501	E-1st, Silvered Steel	$ .30
3502	B-2nd, Silvered Steel	.35
3503	G-3rd, Bronze Wound	.55
3504	D-4th, Bronze Wound	.60
3505	A-5th, Bronze Wound	.65
3506	E-6th, Bronze Wound	.70
3510	Complete Set in Plastic Box	3.15
03510	Set, Blister Packed, Extra 1st	3.15

steel string—heavy gauge

3601	E-1st, Silvered Steel	$ .30
3602	B-2nd, Silvered Steel	.35
3603	G-3rd, Bronze Wound	.55
3604	D-4th, Bronze Wound	.60
3605	A-5th, Bronze Wound	.65
3606	E-6th, Bronze Wound	.70
3610	Complete Set in Plastic Box	3.15

compound 12 string guitar

8501	E-1st, Silvered Steel	$ .30
8502	E-2nd, Silvered Steel	.30
8503	B-3rd, Silvered Steel	.35
8504	B-4th, Silvered Steel	.35
8505	G-5th, Bronze Wound	.85
8506	G-6th, Silvered Steel	.35
8507	D-7th, Bronze Wound	.95
8508	D-8th, Silvered Steel	.35
8509	A-9th, Bronze Wound	1.05
8510	A-10th, Bronze Wound	.85
8511	E-11th, Bronze Wound	1.15
8512	E-12th, Bronze Wound	.95
8515	Complete Set in Plastic Box	7.80

electric flat wound, polished, magnetic

7501	E-1st,Swedish Steel	$ .35
7502	B-2nd, Swedish Steel	.40
7503	G-3rd, Wound on Steel	1.00
7504	D-4th, Wound on Steel	1.10
7505	A-5th, Wound on Steel	1.20
7506	E-6th, Wound on Steel	1.30
7510	Complete Set in Plastic Box	5.35
07510	Set, Blister Packed, Extra 1st	5.35

The following strings are sold by complete sets only, each individual string in envelope, complete set in beautiful vinyl pouch.

nylon tape wound—6 string

2010	Set—English	$6.50

nylon tape wound–electric bass

2110	Set—English	$17.50

chrome steel flat wound—electric bass

2210	Set—Small Ball Light Gauge	$16.00
2310	Set—Large Ball Standard Gauge	$17.50

chrome steel flat wound—12 string

8615	Set—For Electric 12 String	$7.60

"MORELLI" chrome steel flat wound—6 string—light gauge

1501	E-1st, Plain	$ .40
1502	B-2nd, Plain	.40
1504	G-3rd, Wound	.85
1505	D-4th, Wound	1.05
1506	A-5th, Wound	1.30
1507	E-6th, Wound	1.70
1510	Complete Set	5.50
1510G	Same, Gold Plated	6.00

"MORELLI" chrome steel flat wound–6 string–heavy gauge

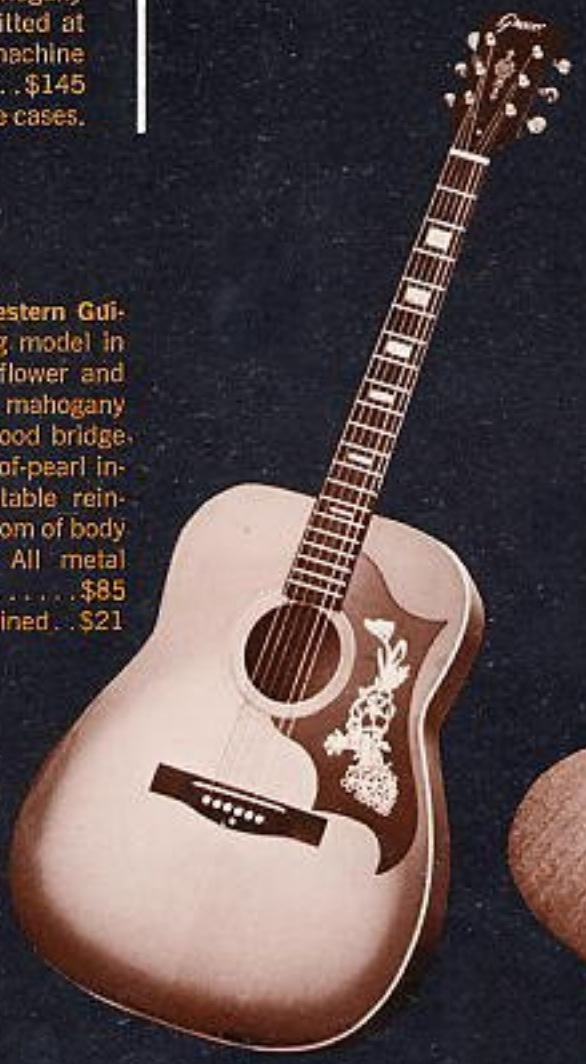
1601	E-1st, Plain	$.40
1602	B-2nd, Plain	.40
1604	G-3rd, Wound	.85
1605	D-4th, Wound	1.05
1606	A-5th, Wound	1.30
1607	E-6th, Wound	1.70
1610	Complete Set	5.50
1610G	Same, gold plated	6.00

TG-15—Goya Tenor Guitar. Body and sides in dark brown, high-polished maple, with top of fine Alp spruce in natural color. Multi-colored inlays around the sound hole and top edges. White edging on top and bottom of body. Fingerboard and bridge of choice rosewood. Four strings tuned A D G C. Neck of mahogany with duraluminum T-rod. Neck fitted at the 14th fret. Nickel-plated machine heads $145
Cases—See page 3 for concert size cases.

No. 158—Goya Mandolin. A new model at a popular price. Top of Alp spruce, beautifully grained mahogany back and sides. Mahogany neck, rosewood fingerboard and ebony bridge. White celluloid edging around top of body and sound hole. Nickel-plated machine heads . $110
No. 235 soft shell case, plush lined . . $16

FL-7—Goya Flamenco Guitar. A very thin top of choice Alp spruce with the traditional broad sound hole inlay. The back and sides are made of very thin flamed maple. There are nine hand finished fan braces with small thin reinforcement braces underneath the bridge. The body is finished with edges of rosewood and with a slender inlay around the top. Mahogany neck with reinforced duraluminum T-rod, 19 fret fingerboard made of choice rosewood. Rosewood headpiece and bridge. Nickel-plated machine head with wide white rollers $300
See page 3 for grand concert size cases.

W-25—Greco Country and Western Guitar. A large Sunburst 6-string model in goliath size. Pickguard with flower and butterfly design. Spruce top, mahogany back, sides and neck. Rosewood bridge and fingerboard with mother-of-pearl inlaid position markers. Adjustable reinforcing truss rod. Top and bottom of body bound with white purfling. All metal nickel-plated machine heads $85
No. 143 soft shell case, plush lined . . $21



Model 135 Goya Baritone Ukulele. A brand new all mahogany Baritone Ukulele. Made in U.S.A. Satin-matte finish. 14 frets to the body, total 18 frets. Non-slip pegs. A typical Goya quality instrument $85
Soft shell case fleece lined $12.50
Naugahyde zipper bag $7.50

goya acoustic flat tops

Goya flat tops are now equipped with the exclusive individual string height adjusting posts. These separate bridge saddles enable you to finely adjust each string independently. Another reason why Goya is the world's finest guitar.

Every Goya flat top has an adjustable truss rod in the neck (except Model N-21 and T-3 which are not adjustable). All necks are mahogany, all tops are Alp spruce (except N-21), and are fitted with deluxe covered all metal machine heads.

See page 7 for cases.

N-21—Concert size, all mahogany, rosewood fingerboard and bridge. Satin-matte finish $122

T-18—Goliath size, flame maple body. Deluxe square mother-of-pearl position markers. Ebony fingerboard and bridge. $242

N22

N-22—Concert size, Swedish birch body, Sunburst, rosewood fingerboard and bridge $154

N-26—Goliath size, curly flame maple body, Sunburst, rosewood fingerboard and bridge. $206

T16

T-16 — Grand concert size, mahogany body, rosewood fingerboard and bridge. $196

T-14—Same as T-16 but in concert size. $176

T23

T-23—Goliath size, maple body, ebony fingerboard, etched pickguard and fancy ebony bridge. Large square mother-of-pearl position markers $275

T-3—Goliath size, mahogany body, fancy pickguard, rosewood bridge and fingerboard $199

F-12—Concert size, fitted with compound metal (silk and steel) strings. Spruce top, flamed birch body, mahogany neck and bridge, rosewood fingerboard $155

TS-4—Goliath size 12 string guitar, spruce top, sides and back of slightly flamed maple, neck and headpiece of mahogany with rosewood fingerboard and bridge $240

Cases for T-16:

138 Deluxe soft shell case, plush-lined $20
147 Hard shell case, flannel-lined $39
155 Hard shell case, plush-lined $64

Cases for N-26, T-18, T-3, T-23, TS-4 and TS-5:

142 Deluxe soft shell case, plush-lined $21
148 Hard shell case, flannel-lined $41
160 Hard shell case, plush-lined $66

TS-5—Goliath size deluxe 12 string, spruce top, sides and back of flamed maple, mahogany neck with rosewood headpiece, fingerboard and bridge $330

130—New Goya "Standard" Folk Guitar. Spruce top, back and sides of birch, mahogany neck and fingerboard with rosewood bridge. $99.50

Soft shell case for 130—$10

Cases for N-21, N-22, T-14 and F-12:

125 Soft shell case $11
132 Deluxe soft shell case, plush-lined $19
146 Hard shell case, flannel-lined $38
150 Hard shell case, plush-lined $61

goya folk guitars

accessories

Webbed Strap

A popular-priced, all-around strap made of webbed cotton. Fully adjustable and designed for either acoustic or electric guitars. In green, blue or red with white stripe. In plastic, protective pouch. Made in U.S.A.
No. 440 ..... $2.95

Goya Foam Padded Guitar Straps

Made of unbreakable "Seat Belt" webbed nylon with protected heavy duty metal adjusting lever. Top attachment for flat top acoustic Guitars.
No. 430 ..... $4.50 each
Bottom attachment for electric Guitars.
No. 435 ..... $4.50 each

Hand Woven in Mexico
Multi-Colored Guitar Strap

Fitted with leather end pin thong and sturdy tie lace for headpiece attachment. Beautifully made with varicolor tassels. 2½" width. Individually packaged in plastic pouch. Assorted colors.
No. 420 ..... $3.50 each

Nylon Picks

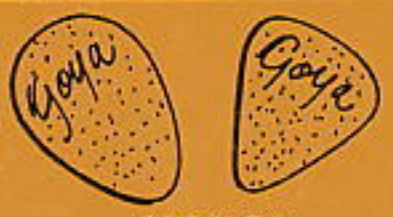
The new Herco nylon pick has been designed and gauged by a group of leading professional guitarists. Made of finest unbreakable nylon, these picks are exactly uniform in thickness due to a modern thermo-molding process.
No. 210 Light gauge ..... 25c each
No. 211 Heavy gauge ..... 25c each

Flexylon Picks

The new durable material that will not break, chip or peel. Available in the five most popular designs. Made in standard professional gauge.
No. 401 Small oval ..... 10c each
No. 403 Lucas style ..... 15c each
No. 405 Long oval ..... 15c each
No. 407 Popular triangle ..... 15c each
No. 409 Large triangle ..... 15c each

Celluloid Picks

Genuine Herco quality celluloid picks in 15 different shapes, sizes and types. Look for them at your local music counter.
Prices from 5¢ to 15¢ each.



Felt Guitar Picks

Two new picks made of genuine felt for bass and regular guitars. In two sizes.
No. 38—Nick Lucas Style ..... $.25
No. 39—Large Oval Style ..... $.25

Vibrato 107V

All chrome deluxe adjustable Vibrato unit
$29.50

Guitar Back Pad

Nylon covered foam pad, easily attached to back of instrument. In two sizes, available in gold or black.
No. 360—For Acoustic and Semi-Acoustic Guitar $5.95
No. 361—For Solid Body Guitar $5.95

Hand Powder

For guitarists and All String Instrumentalists
A highly effective agent to prevent the discomfort and annoyance of perspiration on the hands. HERCO Anti-Perspirant Powder keeps hands dry under the most extreme conditions of heat and humidity, or through extended periods of playing or practice.
No. 208 ..... $1.00 each

Clamps

The only clamp in the world specifically designed to repair guitar bridges and hard-to-get-to braces beyond bridge. So hard to get, we included them in this catalogue. Fine-quality steel with mottled baked lacquer finish. Rust-proof frame, brass screws. Made in Sweden.
No. 634—6¾" inside measurement $7.50B
No. 834—8¾" inside measurement $8.00B

Self Adhering—Pre-Cut
Guitar Top Guards

Can be trimmed for perfect fit. Protects fine guitar finishes. Completely hand washable. Instantly applied.
No. 202 White ..... complete set $2.50 each
No. 203 Transparent . complete set $2.50 each

Adjustable Guitar Foot Stool

A lower priced imported foot stool that instantly adjusts from 4" to 9" high. 12" by 4" heavy rubber tread foot rest. Rubber feet prevent slipping. Strong but lightweight. Complete with unique snap-plastic carrying pouch.
No. 251 ..... $5.00

Guitar Stands

The newest and best all around stand ever made. Collapses to fit inside guitar case under headpiece. Sturdy all metal stand for storage or display. Made in 2 basic sizes but adjustable to hold all types of guitars. Assembles quickly. Made in U.S.A. Comes with draw-string flannel bag.
No. 907 For Acoustic Guitar ..... $7.95 list
No. 908 For Electric Guitar ..... $7.95 list
(No. 908 also takes Mandolin or Violin)

Classic Guitar Footstool

A necessity for all solo Classic Guitar Artists. The finest, most advanced footrest on the market today. Heavy metal construction, sturdy and durable. Artistically designed. Folds compactly to fit in the guitar case. Correct playing position for the Classic Guitar requires the use of a foot support... The Goya Classic Guitar Footrest is the answer.
No. 250 ..... $6.00 each

No. 2000 Tel-Ray "Ad-N-Echo"

ECHO—REVERBERATION

The only echo-reverb unit specifically designed to enhance voice by offering a super short delay time. Uses a proven, patented, most reliable Electrostatic system with lowest distortion. 2 Volume knobs for echo—Reverb level, and Off-on, long delay, short delay. 2 inputs and a 2 position echo or reverb switch. Ht. 6½" D., 7⅞", L. 16". Weight 10 lbs. Made in U.S.A.

list $137.50B

Naugahyde protective cover optional extra $4.50

No. 2001 Tel-Ray "Ad-N-Echo"

DELUXE ECHO—REVERBERATION

Deluxe version of the Model 2000. Controls: Echo level (can be preset); Reverb Level (can be preset); Microphone input level. Switches: Off-On Power; Echo or Reverb; Short Delay; Long Delay (two delays can be combined) and Brightness Boost. Four jacks for Microphone, Instrument, Amplifier and Remote switch. Pilot light. Ht. 7⅞", D, 8", L. 16⅜". Weight 12 lbs. Made in U.S.A.

list $199.95

Naugahyde protective cover optional extra $4.50

No. 3000 Tel-Ray "Ad-N-Echo"

ECHO—REVERBERATION—BOOST—DISTORT

The finest most versatile unit made. New electronics provide bass boost, brightness boost and distort. Completely new and unique voice and music sound effects can be achieved using these in combination or separately with or without echo and reverberation. Same features as Model 2001 with addition of Bass Boost and Distort switches. Ht. 8¼", D, 8¼", L. 16½", Weight 13½ lbs. Made in U.S.A.

list $249.50

Naugahyde protective cover included at no extra charge.

No. 125 Goya Guitar Pickup

FLAT TOP GUITAR PICKUP

Made in Germany exclusively for Goya by a leading European electronics firm. Designed for flat top round hole (minimum hole size 3⅞") acoustic steel string guitars. Only pickup of its type on which you can raise or lower the pickup. Equipped with a cable, special end pin and a new type patented removable, brass phone plug. Boxed.

list $28.50

No. 110 Goya Vocal Amplifier

VOCAL AMP

First on the market with built-in reverberation and a VU meter. Four inputs; volume control and speech filter on each input; two types of mike connectors (phone jack and amphenol) provided for each input; master volume control; master bass and master treble controls; large VU meter for setting levels; Hammond Reverb system with reverb volume control; foot switch jack for reverb control; standby switch for instant "on"; two speaker output jacks; adjustable terminal panel for matching impedance of speaker systems (4-8-16-250-500 ohms); 52 watts RMS; 100 watts peak power. This new improved model combines 5 field effect transistors in the input circuits, 3 silicon transistors in the reverb circuit and 2 long life tubes in the output circuits to insure reliability and durability. This unique hybrid amp is a sturdy combination of tubes and transistors that provides freedom from sudden power failures common with most hi-powered transistor amplifiers. Made in U.S.A.

list $350.00

No. 2020
Tel-Ray Compact Organ Tone

VIBRATO DELAY AND SUSTAIN

The world's only dual excursion portable true FM vibrato that will outperform all other so-called, self-labeled vibrato units on the market regardless of size, weight or cost. Used with your present amplifier this unit delivers true, classical organ tone fidelity from a brilliantly piercing stiletto scream to a soft enveloping smoothness reminiscent of the largest cathedral pipe organs and without audible distortion at any frequency. The Compact works with most music or vocal amps that have built-in reverb and uses the amp circuitry. Height 6¾", Depth 7¾", Length 9". Weight approximately 7 lbs. Made in U.S.A.

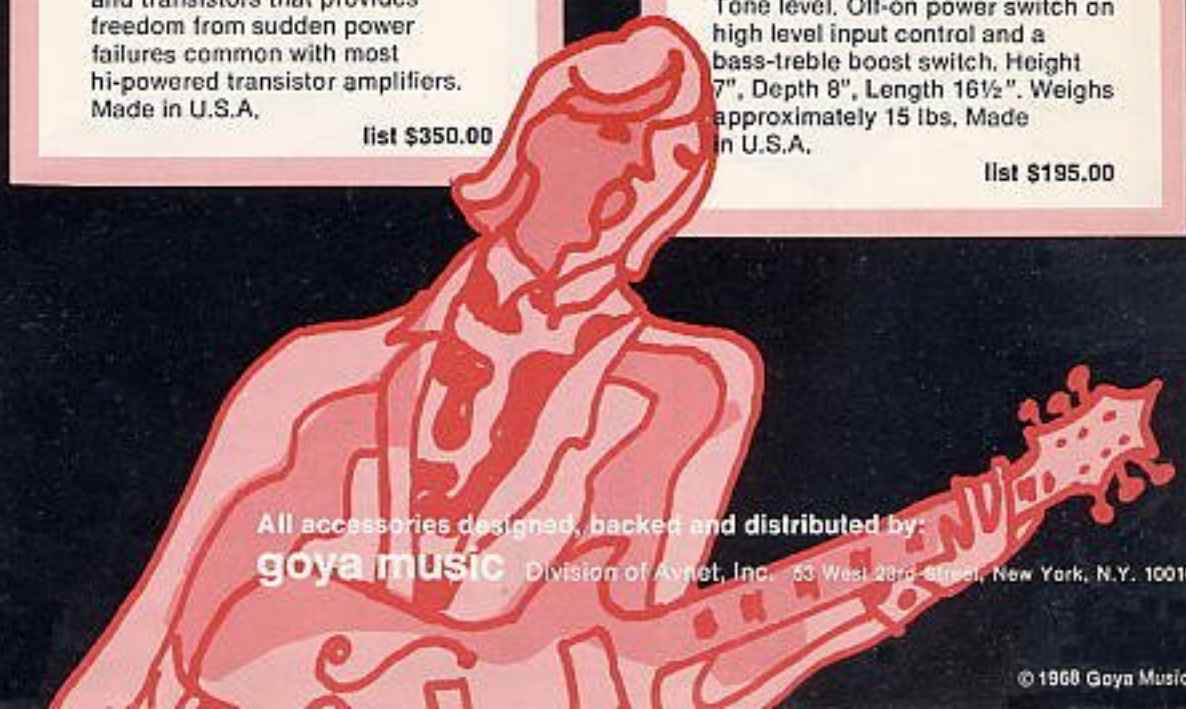
list $109.95

No. 2010
Tel-Ray Super Organ Tone

DELUXE VIBRATO DELAY AND SUSTAIN

A deluxe version of the Compact that works with any amplifier as it has self-contained electronic circuitry to best enhance the Organ tone sound. Has four jacks on the front panel for high level input, instrument input, amp and remote switch. Two control knobs for high level input and Organ Tone level. Off-on power switch on high level input control and a bass-treble boost switch. Height 7", Depth 8", Length 16½". Weighs approximately 15 lbs. Made in U.S.A.

list $195.00



All accessories designed, backed and distributed by:

goya music Division of Avnet, Inc. 53 West 28th Street, New York, N.Y. 10010

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goya greco

Electronic Accessory Products

GOYA/GRECO, pioneer in quality Guitars and accessories, is pleased to present this line of new and unique electronic equipment for creating all the modern sounds and effects required for todays music. Fuzz, Treble and Bass Boost, Volume, Wah, Tremolo, Reverb, Distort, Vibrato, Echo, Sustain—they're all here in these exciting accessories.

No. 1004

Goya "Fury Box"

FUZZ TONE

The most effective fuzz unit ever made. 2 control knobs for Fuzz "Attack" and Fuzz "Intensity". Foot switch for instantaneous on or off. Complete with built in battery tester light to prevent sudden performance failure. Comes complete with battery. Made in the U.S.A.

list $29.50

No. 1005

Goya "Panther Box"

FUZZ TONE AND TREBLE BOOST

The most popular combination unit in the country. Both fuzz tone and treble boost in one unit. Three control knobs enable the user to preset the intensity of either feature. Has a built-in battery tester light. Comes complete with battery. Made in the U.S.A.

list $39.95

No. 1006 Goya "Boom Box"

BASS BOOSTER

A battery operated transister unit that gives instantaneous bass sound. Makes a regular guitar sound like a bass guitar. One bass intensity knob, foot switch and a built-in battery tester light. Comes complete with battery. Made in the U.S.A.

list $29.50

No. 1007

Greco "Cry-Tone"

WAH—WAH

One of the best Wah-Wah foot pedals made. This efficient transistorized unit gives the wah effect at an attractive low price. Ideal for guitar or organ. Individually boxed complete with plastic bag, battery, screwdriver and an American 10' cable. Import.

list $38.75

No. 1008

Greco Special Effects Pedal

WAH—VOLUME—SIREN—SURF—WIND PEDAL

The newest and most unique foot pedal ever offered. 5 different effects in one. Its a volume foot pedal control as well as one of the best Wah-Wah foot pedals we've ever heard. It has a siren switch with separate volume knob that works independently of the other effects. You can also create the crashing waves of the surf and the howling wind. This transistorized battery operated unit works with any amp for any musical instrument. Complete with battery, plastic snap pouch and box. Import.

list $49.50

No. 1009 Greco "Hot Shot"

TREMOLO AND REVERB

A new transistorized electronic Tremolo and Reverb unit. Tremendously effective for all musical instruments. 3 knobs for minimum or maximum Reverb effect, Tremolo sustain and Tremolo Speed. It has a direct signal switch for bypassing the effects and 2 foot switch jacks, pilot light, auxiliary AC outlet, plastic cover and box. Measures 15" x 7¼" x 2½". Weighs only 8½ pounds. Import.

list $109.50

blister packaged guitar accessories

Goya Polish also available in large 12 ounce shop size. No. 87—$3.00.

No. 336 Capo with curved bar for curved fingerboard guitars. Also available in style No. 338—straight bar.

ELECTRIC GUITARS BY GOYA

We have devised a simple, efficient way to make the fullest use of dual pickup circuitry by splitting the two pickup electric guitar to give four pickup units, each covering a tonal quadrant. By using cross combinations of pickups, we obtain the widest range of sound potential—hence "Rangemaster". Whether using the lightning fast push buttons or the customary toggle switches, the performer now has complete control over his instrument never before possible with any make guitar. All models are made with the finest selected maple or mahogany to produce the ultimate in sensitivity and beauty. All necks are three-piece mahogany with adjustable steel neck rods.

All Goya Electrics may be had with "professional adjustment". This is a very technical and time consuming servicing of the fingerboard which involves the extreme lowering of the frets. The guitar is then fitted with nylon tape strings brought down to a point where the instrument affords the easiest, fastest action possible. Add $20.00 to the list price of the guitar for this special adjustment.

ACCESSORIES

All Goya Electric Guitars are sold as complete outfits, which include a sturdy, plush-lined molded case, electric cable, nylon shoulder strap, guitar pick, neck adjusting wrench, peg winder, guitar polish and detachable vibrato arm (on models so equipped).

Case No. 620—for 105, 107, 109, 1092 and 1209—$62 (if sold separately)

Case No. 621—for 1207—$65 (if sold separately)

109

MODEL 109—The ultimate in hollow body electric guitars. A double cut-away guitar featuring the Goya split pickups. Full 24½" scale with 22 perfectly aligned frets. Extra thin (1¾") body measures 16" across and is 20" long.

Special Features: All metal covered machine heads; white deluxe binding around fingerboard and the headpiece plate; 3 way adjustable all-metal bridge assembly; binding around "F" Holes; 8 piece binding around top body edges and triple bindings on the back; deluxe plexiglass engraved name plate on headpiece; large fast-action volume control knob; black pick guard plate.

109S—Sunburst • 109B—Blonde • 109R—Cherry Red

$399 outfit, $347 guitar alone

a

b

c

1092

"RANGEMASTER QUADRANT CONTROL"

NO. 1092—This is the fabulous new Goya Electric that is years ahead of its time. Similar in shape, construction and features to the 109. This incredible guitar has 4 individual volume control knobs allowing the player to adjust volume on each of the 4 quadrants of the dual split pick ups. Combination master volume and off/on switch has been relocated and instead of push buttons toggle switches are used.

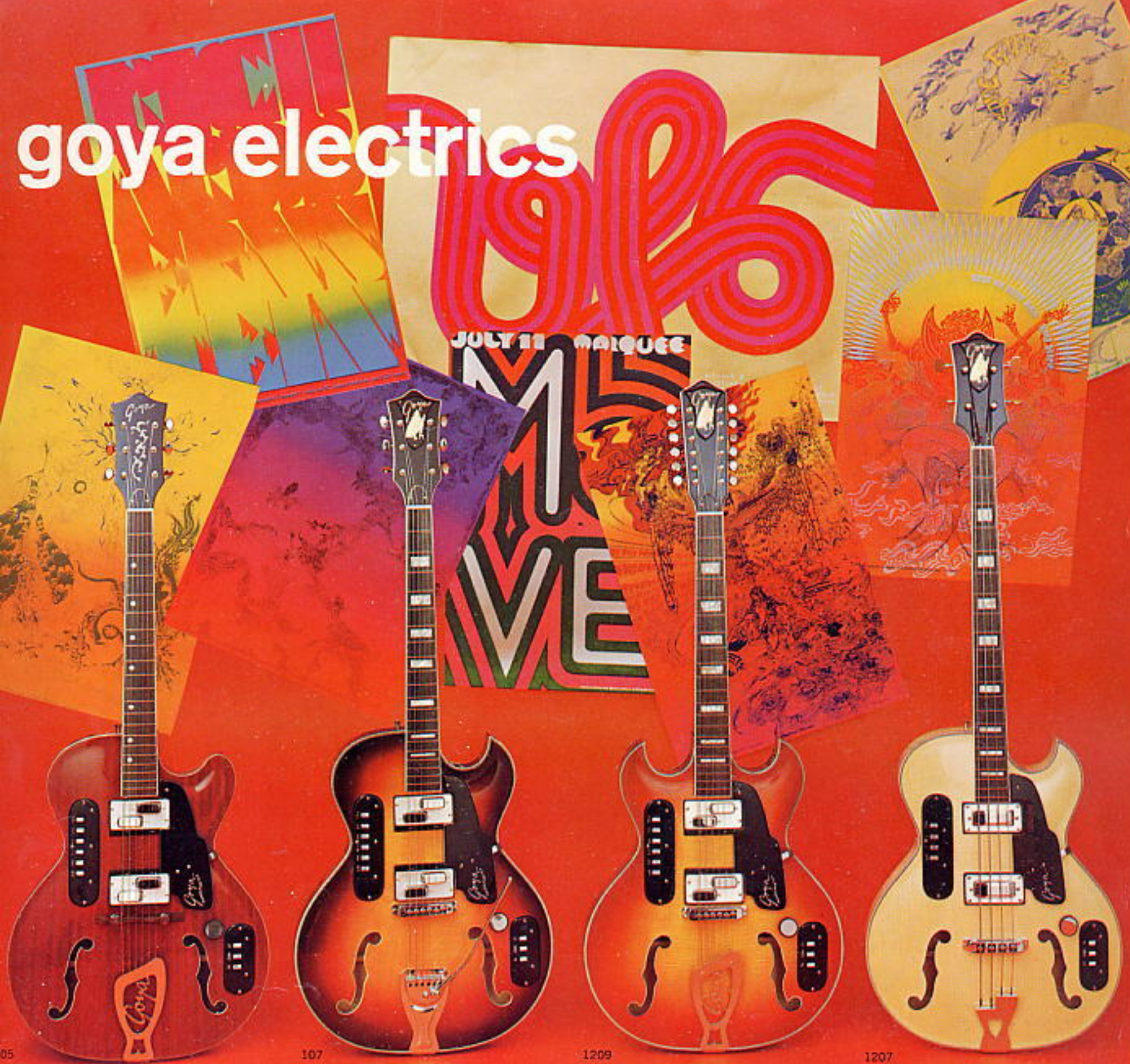
1092S Sunburst • 1092B Blonde • 1092R Cherry Red

$399 outfit, $347 guitar alone

No. 1092/P—Same as Model 1092 but in psychedelic style. An exclusive process of adhering patterned cloth to the body of the instrument and then applying a high-gloss finish makes available the world's first **psychedelic guitar.** Pictured are the three patterns available. Specify, a, b, c, when ordering.

$449 outfit, $397 guitar alone

goya electrics



05

107

1209

1207

MODEL 105—The lowest priced Goya semi-acoustic Rangemaster. Dimensions are the same as the Models 107 and 109. 20 frets.

Special Features: deluxe Rosewood staggered and height-adjustable bridge; deluxe modern Goya tailpiece plate; all-metal machine heads; mother-of-pearl inlaid headpiece design; large fast-action volume control knob; black pick guard plate; white binding around entire rosewood fingerboard; triple white binding on front of body, black binding on side.

Fitted with Goya flat wound strings, all accessories and custom moulded case.

Model 105R—Cherry Red • Model 105S—Sunburst

$299 outfit, $247 guitar alone

MODEL 107—Very similar to the Model 109 but in the popular single cut-away version. Fitted with a specially designed heavy duty vibrato assembly with removable vibrato arm. 20 frets.

All dimensions, specifications and other features are the same as on Model 109. Complete with Goya flat wound strings, all accessories and custom moulded case.

Model 107R—Cherry Red • Model 107S—Sunburst

$350 outfit, $298 guitar alone

SEMI-ACOUSTIC RANGEMASTER 12-STRING ELECTRIC GUITAR

MODEL 1209—The newest from Goya—a 12 String deluxe version of the Model 109 Goya electric guitar.

This guitar with the Rangemaster split pickup feature makes this the most fantastic sounding 12 String guitar ever produced.

Model 1209S—Sunburst Finish

$450 outfit, $395 guitar alone

No. 1209/2—Same as Model 1209 but with toggle switches and quadrant control as described under Model 1092. Price same as 1209.

SEMI-ACOUSTIC PANTHER ELECTRIC BASS

MODEL 1207—A professional model semi-acoustic electric bass. Same dimensions and specifications as the Model 107 Goya electric guitar except is a regular double pickup instrumental, not split.

Single cutaway design with 4 push-button controls for pickup choice and 3 pushbutton controls for tonal change. The logical companion to the Goya semi-acoustic electric 6 string for modern jazz and combo.

Model 1207R—Cherry Red • Model 1207S—Sunburst • Model 1207B—Blonde

$360 outfit, $305 guitar alone

electric guitar accessories

No. 110—Goya "Vocal Amplifier". Made in U.S.A. The ultimate in a quality vocal amp. First on the market with built-in reverberation and a VU meter. Four inputs; volume control and speech filter on each input; two types of mike connectors (phone jack and amphenol) provided for each input; master volume control; master bass and master treble controls; large VU meter for setting levels; Hammond Reverb system with reverb volume control; foot switch jack for reverb control; standby switch for instant "on"; two speaker output jacks; adjustable terminal panel for matching impedance of speaker systems (4—8—16—250—500 ohms); 100 watts peak power. $350

Deluxe Echo/Reverberation from Arbiter of England. The most deluxe comprehensive unit on the market. Features a voltage selector guide, stereo facility for use with 2 amps, echo volume control separate from original sound volume, time lag control of echo through 4 push buttons, multiple echoes possible, separate duration control, 4 inputs, foot switch jack, fuse. Fully guaranteed.
No. 1020 . . . . . $275.00 B

No. 125—Goya Guitar Pickup. Made in Germany exclusively for Goya by a leading European electronic firm. Designed for flat top, round hole (minimum hole size 3⅞"), acoustic steel string guitars. Only pickup of its type on which you can raise or lower the pickup. Equipped with a cable, special end pin and a new type patented removable, brass phone plug. $28.50

No. 40—"Solo-Amp". A unique quality padded headphone with built-in amplifier for solo listening. This all-transistor microelectronic amp features full range 3" dynamic speakers with frequency response of 20 to 13,000 cycles. Ideal for guitar and electric keyboard instruments. Complete with battery. $39.95

No. 1007—Greco "Cry-Tone". This efficient transistorized unit gives the new unique "wah-wah" effect at an attractive low price. Individually boxed complete with plastic bag, battery, screwdriver, and 10' cable. Ideal for guitar and organ. $38.75

No. 1006—Goya "Boom Box". Battery-operated transistor unit that gives instantaneous bass sound. Complete with bass intensity knob, foot switch and battery tester. Made in U.S.A. Complete with battery. $29.50

No. 1005—Goya "Panther Box". A combination fuzz tone and treble boost. Three control knobs enable the player to preset the intensity of either feature. With built-in battery tester light. Made in U.S.A. Complete with battery. $39.95

ad-n-echo
by goya

the only echo-reverb unit specifically designed

to enhance voice by offering a super short delay time

MODEL 2000—The lowest price, most reliable echo and reverberation unit. Works with any amplified musical instrument and music amplifier.
List $137.50 B

MODEL 3000—The finest, most versatile unit made. It gives the musician's creative powers full play by enabling him to create his own new, original sounds. **Ad•N•Echo's** exclusive electronics provides bass boost, brightness boost and distort. Completely new and unique voice and music sound effects can be achieved using these in combination or separately with or without echo and reverberation. And, if so desired echo or reverberation can be used straight.
List $249.50

MODEL 2001—Offers two controls for both echo and reverberation levels which can be pre-set and then activated on command. It also features a universal input and control that will accommodate all amplified instruments and any type of microphone.
List $199.95

tel-ray
"organ tone"

The world's only dual excursion portable, true FM vibrato. A new patented vibrato generator

that delays and sustains the vibrato to create magnificent musical effects heretofore impossible.

MODEL No. 2020 COMPACT ORGAN TONE.
Works with most music amps or portable PAs that have a built-in reverb. Weight approximately 7 lbs. Uses the amplifier electronic circuitry.
List $109.95

MODEL No. 2010 SUPER ORGAN TONE.
Works with any music amp or portable PA system. Bass-treble boost. Weight 15 lbs. Self-contained electronic circuitry.
List $195.00

greco acoustic/electric

Goya is pleased to present this diversified line of very popular thin body, cut-away, hollow body electric guitars. Every instrument is completely shop adjusted and tested for shipment. Greco has become a world leader in moderately priced instruments incorporating beauty of design, top quality workmanship and parts, and the finest technical performance capable from an electronic instrument. Every Greco Electric has an adjustable neck truss rod mounted in extra strong reinforced necks.

CASES: Soft shell plush lined cases are available for all models. For regular 6 and 12 string—$22.00; For bass guitars—$24.00.

No. 920—Rosewood body, two pickups, pickup selector toggle, tone and volume control, 3-way adjustable bridge and vibrato $89.50

* **No. 921**—Same as Model 920 but with three pickups, three pickup selector slide switches, three separate volume controls and mute $99.50

No. 930—Same as Model 920, but four string bass with two pickup selector slide switches $99.50

No. 940—Same as Model 930, but 12 string model $114.50

* ILLUSTRATED BELOW

* **No. 955**—Two pickup standard four string cut-away bass. Pickup selector toggle, two tone and two volume controls. Available in burgandy red, golden sunburst or green sunburst $119.50

* **No. 977**—Four string cut-away bass in new modern design. Two pickup with selector toggle, two tone and two volume controls. Available in burgandy red, golden sunburst or green sunburst $149.50

No. 925—Violin shaped bass, rosewood body, two pickups, two volume controls, two pickup selector slide switches and one rhythm-solo slide switch $99.50

955 921 980 977

guitars

- **No. 980**—Two pickup with pickup selector toggle, rhythm-off-solo toggle switch, two tone and two volume controls, 3-way adjustable bridge and vibrato. Available in burgandy red, golden sunburst or green sunburst. $99.50

No. 981—Similar to Model 980 with hum resistant pickups, without rhythm-solo switch. Available in same three colors $109.50
Deeper body (2½").

- **No. 971**—Violin shaped four string bass, two pickups, two pickup selector slide switches, one rhythm-solo slide switch, tone and volume control. Available in gold, cherry or green sunburst $119.50

- **No. 972**—Large size violin shaped four string bass. Two pickups, pickup selector toggle switch, tone and volume control. Sunburst only . . $129.50

971

972

greco "shrike"

Goya/Greco presents a new exclusive feature now available for the first time in a moderately-priced guitar. This new concept we call the fabulous "Shrike" sound. The selector switches allow a special patented use of ultra highs and deep lows in one chord. New and unique sounds are possible only with the "Shrike".

- **No. 950**—Two pickup "Shrike" with four pickup selector slide switches and one volume control. Three-way adjustable bridge and vibrato. Available in burgandy red, golden sunburst or green sunburst $109.50

- **No. 975**—Two pickup "Shrike" in new modern design with four pickup selector slide switches, volume control, 3-way adjustable bridge and vibrato. Available in burgandy red, golden sunburst or green sunburst $149.50

No. 976—Same as Model 975 but in 12 string model without vibrato. Available in same three colors . . . $162.50

- **No. 961**—Same as Model 950 but in new exclusive 10 string model (1-1-3-3-1-1). Available in same three colors. $124.50

No. 960—Same as Model 950 but 12 string model. Available in same three colors $127.50

950

975

961

Goya Music
Division of Avnet Inc.
53 West 23rd Street
New York, N.Y. 10010

The Goya Guitars have been selected by the world's leading artists, musicians and personalities who endeavor to obtain the finest available. For every need, the quality choice is Goya. These people made that choice:

Eddie Albert
Casey Anderson
Theodore Bikel
Joey Bishop
Oscar Brand
Brown & Dana
Bud & Travis
Johnny Carson
The Coronados
The Crowns
Dion
Hugh Downs
Peter Duchin
Whitey Ford
Greer Garson
John Gary
Gene & Francesca
Steve Gibson & The Redcaps
Cynthia Gooding
Cary Grant
Ty Hardin
Ivy League Trio
Grace Kelly
Peggy Lee
Ed McCurdy
Karl Malden
Melanie
Guy Mitchell
Robert Mitchum
New Folk
One Way Street
Tom Paisley
Jonathan Raskin
Raven Blue
Frankie Ray
Jean Ritchie
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Anita Sheer
Ethel Smith
Eleanor Steber
Connie Stevens
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The Tarriers
Jennie Tourel
John Vicari
The Wayfarers
Dennis Weaver
Martha Wright
The Yeomen

Plus 53 outstanding Broadway shows and 16 Motion Pictures including 20th Century Fox's "The Sound of Music"

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